

## Philips

Professional LED TV

- 28" MediaSuite
- LED
- DVB-T2/T/C & IPTV

28HFL5010T/12

# Connect and control

for future proof guest experience

With this energy efficient Hospitality TV, you will enjoy all the benefits of state-of-the-art connectivity and interactive hotel info pages while being ensured that remote installation and management safeguards the lowest cost of ownership

## Benefits

### Great viewing experience and guest comfort

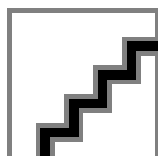
- LED TV for images with incredible contrast
- Low power consumption

### Differentiating guest experience

- SmartInfo for branded, interactive hotel info pages
- Miracast & DirectShare to share movies and music on your TV
- Smart TV apps with many dedicated services for hospitality
- On-screen clock display for optimal guest convenience

### Advanced hotel features and future proof

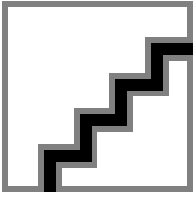
- SmartInstall for easy remote installation and maintenance
- AppControl to add, sort and delete apps with minimum effort
- Integrated IPTV system for optimal customized interactivity
- Integrated Wi-Fi to use Smart TV wirelessly
- MyChoice compatibility for recurring revenues
- Serial Xpress Protocol for interactive systems



# PHILIPS

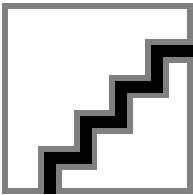
## Features

### LED TV



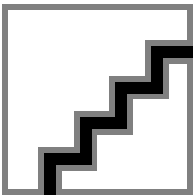
With LED backlight you can enjoy low power consumption and beautiful lines combined with high brightness, incredible contrast and vibrant colors.

### SmartInstall



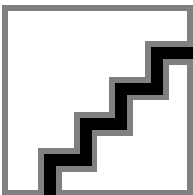
SmartInstall makes installation and maintenance of your TVs effortless. With a simple to use web tool, you can now remotely configure and install your TVs without visiting any rooms! This saves you time and makes sure your guests are not disturbed. Whether it is updating the hotel info pages or installing new channels, SmartInstall can handle all.

### SmartInfo



SmartInfo allows you to provide hotel or city information to your guests. Your guests have access to this interactive hotel webpage even when the TV is not connected to your intranet or internet. You can change the information regularly and easily to keep your guests up to date with all the latest developments in your hotel.

### Miracast & DirectShare



Our TVs give your guests the freedom to enjoy their content on the big TV wirelessly and without hassle. With our open system approach we serve iOS as well as Android users and continuously extend our compatibility. Our

secure sharing protects your guests. Pictures, movies, music, all can be shared and enjoyed on our TVs via Miracast & DirectShare!

### Smart TV apps

Philips Smart TV apps consist of an ever growing choice of applications ranging from YouTube to social networking apps and many more. The dedicated version is tailored for hospitality use and has several added benefits, such as making sure guest information is securely deleted after use and avoiding that illegal content can harm your business.

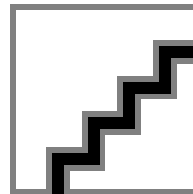
### AppControl

App control allows you to give your guests the TV applications of their dreams. You are able to add, delete and sort all the apps in the way you want. Even better, you can now clone these settings to any other TV without having to setup the other TV as well! You can even make various profiles and change on the fly. Do you want to give your suites the high bandwidth video apps and your other rooms the low bandwidth apps? No problem. App control makes sure you and your guest have a smooth experience.

### Integrated IPTV

Safe costs and clutter. With our new Smart TVs you can build your hotel system directly on the TV. Interactive channels, video-on-demand, interactive hotel menus and information as well as online ordering systems are all possible without an external box attached to the TV. Next to delivery of the content over coax TV cables, you can now also use your internet network to deliver your TV channels or VOD directly to the TV. Our partner network can make sure you get the customized portal you want.

### MyChoice compatible



MyChoice offers a simple and low-cost way to offer your guests premium TV channels. At the same time it delivers an additional revenue stream which allows you to recover your initial TV investment.

### Serial Xpress Protocol (SXP)

The TV can be connected to external decoders and set-top boxes of all major interactive system providers, through the Serial Xpress Protocol (SXP).

### Low power consumption

Philips TVs are designed to minimize power consumption. This will not only reduce environmental impact but also lower operating costs.

## Specifications

[field not found 'disclaimer\_text']

### Picture/Display

Display	LED HD TV
Diagonal screen size (metric)	70 cm
Diagonal screen size (inch)	28 inch
Aspect ratio	16:9
Panel resolution	1366 x 768p
Brightness	310 cd/m <sup>2</sup>
Viewing angle	178° (H) / 178° (V)
Picture enhancement	200Hz Perfect Motion Rate Pixel Plus HD

### Audio

Sound output Power	10 (2x5) W
Speakers	2.0 Down Firing
Bathroom speaker out	1.5W Mono 8Ohm
Sound Features	AVL Incredible surround Dynamic Bass Dolby MS10

## Design

Colour Black

## Tuner/Reception/Transmission

Digital TV DVB-T/T2/C  
Analog TV PAL  
IP Playback Multicast  
Unicast  
Video Playback NTSC  
PAL  
SECAM

## Wireless Connectivity

Wifi-Direct DirectShare  
Miracast  
Wireless LAN 802.11 b/g/n

## Connectivity Rear

Antenna IEC-75  
HDMI1 HDMI 1.4  
Digital Audio out Optical  
Scart RGB  
CVBS  
SVHS  
VGA input 15 pin D-sub  
AV input CVBS shared with YPbPr  
Bathroom speaker out Mini-Jack  
Component YPbPr + L/R cinch  
DVI audio in Mini-Jack  
Ethernet (LAN) RJ-45  
External Control RJ-48  
External power 12V/15W  
Mini-Jack

## Connectivity Side

HDMI2 HDMI 1.4  
USB1 USB 2.0  
Common Interface CI+ 1.3  
Slot  
Headphone out Mini-Jack

## Connectivity Enhancements

HDMI ARC (all ports)  
DVI (all ports)  
EasyLink (HDMI CEC) One touch play  
System Standby  
RC pass through  
system audio control  
LAN Wake up on LAN  
Scart Power on scart  
RJ48 IR-In/Out  
Serial Xpress interface

## Features

Digital services 8d EPG  
Now&Next  
MHEG  
Teletext  
HbbTV  
Ease of use Picture Style  
Sound Style  
Local control On/Off switch (side)

## Hospitality Features

Hotel mode Local Control Lock  
Menu lock  
Installation Menu Lock  
Volume limitation  
Prison mode high security mode  
TXT/MHEG/USB/EPG/Subtitle Lock  
SmartInfo HTML5 Browser  
Interactive Templates  
Picture Slide Show

## CMND Create & Control

### Your brand

### Apps

### Revenue generation

### Cloning and Firmware update Timer

### Clock

### Channels Interactive DRM

### Control

### Power control

### Switch On control

### Remote Control

### Anti-Theft

## Healthcare features

### Control

### Convenience

### Safety

## Multimedia

### Multimedia connections Video playback supported

### Subtitle formats supported

Off-Line Channel Editor  
Off-Line Settings Editor  
Real-time TV Status (IP)  
Remote Management over IP/RF  
Content Creation  
TV Group management  
SmartInfo  
Welcome Logo  
Welcome Message  
SmartTV Custom Background  
Customizable Dashboard (HTML)  
IPTV System  
Appcontrol  
Cloud-based Apps  
AppRevenue  
MyChoice  
Instant Initial Cloning  
Sleep Timer  
Wake Up Alarm  
Wake Up On Channel  
Wake up Sounds  
Clock in Standby Mode  
Glow-in-the-Dark RC button  
On-screen Clock  
Optional External Clock  
Combined List  
VSecure  
Playready Smoothstreaming  
Block Automatic Channel Update  
Serial Xpress Protocol  
JSON API for TV Control-JAPIT  
Auto Power ON  
Green/fast startup  
WoLAN  
Channel  
Feature  
Picture Format  
Volume  
Cable Strap Ready  
Low Battery Detection  
RC Battery Door Lock  
Battery Anti-theft Protection  
Kensington Lock

Multi-Remote Control  
Healthcare RC compatible  
Nurse call system compatible  
Headphone out  
Independent main speaker mute  
Double isolation class II  
Flame retardant

USB  
LAN  
Formats: H.264/MPEG4 AVC  
MPEG1  
MPEG2  
MPEG4  
WMV9/VC1  
Containers: AVI, MKV  
3GP  
ASF  
M2TS  
M4V  
MP4  
MPG  
PS  
Quicktime  
TS  
WMV  
SRT  
ASS  
SMI  
SSA SUB  
TXT

Music formats supported	MP3 AAC WAV WMA (v2 up to v9.2)	Annual energy consumption	28 kW h
Picture formats supported	BMP JPG PNG GIF	Standby power consumption	<0.3W
Supp. Video Resolution on USB	up to 1920x1080p@60Hz	Power Saving Features	Eco mode
		Ambient temperature	0 °C to 40 °C

#### Accessories

Included	Remote Control 22AV1409A/12 Tabletop Stand 2xAAA Batteries Warranty Leaflet Legal and Safety brochure Power Cord
Optional	External Clock 22AV1120C/00 Healthcare RC 22AV1109H/12 Setup RC 22AV8573/00

#### Power

Mains power	AC 220-240V; 50-60Hz
Energy Label Class	A+
Eu Energy Label power	19 W

#### Dimensions

Set Width	635 mm
Set Height	393 mm
Set Depth	62/74 mm
Set width (with stand)	635 mm
Set height (with stand)	438 mm
Set depth (with stand)	190 mm
Product weight	4.5 kg
Product weight (+stand)	5.1 kg
VESA wall mount compatible	100 x 100 mm M4

\* Availability of features will depend on implementation chosen by integrator.

\* Typical on-mode power consumption measured according to IEC62087 Ed 2. The actual energy consumption will depend on how the television is used.

\* This television contains lead only in certain parts or components where no technology alternatives exist in accordance with existing exemption clauses under the RoHS Directive.



data subject to change  
2016, November 18

Version: 1.0.1  
EAN: 8718863004012

© 2016 Koninklijke Philips Electronics N.V.  
All rights reserved.

Specifications are subject to change without notice. Trademarks are the property of Koninklijke Philips Electronics N.V. or their respective owners.

[www.philips.com](http://www.philips.com)